

Name _____

Social Responsibility and Ethics
Ch 6 Sec 2 – Marketing and Social Responsibility

Should businesses have any social responsibility beyond following the law?

In the Workplace

- _____
- _____
- _____
- On-Site _____
- _____ benefits
- _____

In the Marketplace

- Providing _____ to consumers
 - Example – The FDA creates a public education campaign about the safe and proper use of over-the-counter pain relievers
- Employing _____
 - Example -- Broadcast networks review commercials that might be considered controversial.
- _____
 - Example – U.S. government identified obesity as a major problem prompting many companies to seek solutions.

In the Community

- Local Businesses – _____
 - Funds a Little League team
- _____
 - Ben & Jerry's donates 7.5% of pretax earnings to the needy
- _____
 - World Business Council for Sustainable Development (WBCSD)

Environmental Issues

- _____ – Federal government established the Environmental Protection Agency _____

- _____

Conservation and Recycling

- _____ – Companies make an effort to produce and promote _____

Business Ethics – _____

- Is the practice _____
- What would happen if the product were _____
- What practice will result in the _____ for the greatest number of people?

Ethics and Consumerism

- Societal effort to _____ by putting _____, moral, and economic _____ on business.
- Beginning in early _____
- Greatest growth from 1960's to 1980's. It involved _____ of marketing.

Consumer Bill of Rights – Advocated by _____

Says that consumers have four basic rights:

1. To be _____ and _____ against fraud, deceit, and misleading statements, and to be educated in the wise use of financial resources.
2. To be protected from _____.
3. To have a _____ of goods and services.
4. To have a _____ in product and marketing decisions made by _____

Other Ethical Issues

- _____ – pricing products unreasonably high when the need is great or when consumers do not have other choices.
- High prices for _____
- _____ – reporting an illegal action of one's employer